

## **IN THE CLAIMS:**

1. (Previously presented) A method for managing multiple user identities for a user of an electronic commerce (e-commerce) site, the method comprising:
  - defining the e-commerce site as a plurality of security domains; and
  - in response to a user's request to invoke an operation of the e-commerce site:
    - determining a security domain of the plurality of security domains to which the operation relates;
    - selecting a session from a plurality of sessions persisted for the user based on the determined security domain; and
    - reusing the selected session for the user automatically in accordance with the determined security domain, the selected session being associated with a user identity and a role, the user identity and the role together indicating privileges for invoking operations of the e-commerce site in the determined security domain.
2. (Previously presented) The method of claim 1 comprising invoking the requested operation with the user identity and the role of the selected session.
3. (Previously presented) The method of claim 2 wherein the selected session comprises information indicating at least one of: the user preference's for invoking operations at the e-commerce site; the user's preferences for invoking operations at least for the determined security domain; and a security signature for authenticating the selected session information.
4. (Previously presented) The method of claim 1 comprising evaluating the requested operation to determine an operation type and wherein the step of reusing is performed in accordance with the operation type.
5. (Canceled)

6. (Previously presented) The method of claim 4 wherein the user identity is associated with an identity type for permitting the invocation of operations; wherein the method comprises receiving the user's request in association with the plurality of sessions persisted for the user and retrieving the user identity for the determined security domain from the plurality of sessions; and wherein the step of reusing is performed in response to the identity type of the retrieved user identity.

7. (Previously presented) The method of claim 1 wherein the step of selecting comprises providing one or more cookies defining the selected session to the user for associating with a subsequent request.

8. (Previously presented) The method of claim 7 wherein the cookies comprise an authentication cookie and a session cookie; and wherein the method comprises authenticating the user's request.

9. (Previously presented) The method of claim 1 comprising:  
defining each of the plurality of security domains as a hierarchy of organizations and assets owned by the organizations; and  
wherein the step of determining the security domain of the plurality of security domains to which the operation relates comprises evaluating the user's request in accordance with the hierarchy.

10. (Previously presented) A computer readable medium tangibly embodying computer executable code for managing multiple user identities for a user of an electronic commerce (e-commerce) site defined using the plurality of security domains, wherein the computer executable code, when executed on a computing device, causes the computing device to:

in response to a user's request to invoke an operation of the e-commerce site:  
determining a security domain of the plurality of security domains to  
which the operation relates;

selecting a session from a plurality of sessions persisted for the user based on the determined security domain; and  
reusing the selected session for the user automatically in accordance with the determined security domain, the selected session being associated with a user identity and a role, the user identity and the role together indicating privileges for invoking operations of the e-commerce site in the determined security domain.

11. (Previously presented) The computer readable medium of claim 10 comprising code for invoking the requested operation with the user identity and the role of the selected session.

12. (Previously presented) The computer readable medium of claim 11 wherein the selected session comprises information indicating at least one of: the user preference's for invoking operations at the e-commerce site; the user's preferences for invoking operations at least for the determined security domain; and a security signature for authenticating the selected session information.

13. (Previously presented) The computer readable medium of claim 10 comprising code for evaluating the requested operation to determine an operation type and wherein the code for reusing is adapted to be performed in accordance with the operation type.

14. (Canceled)

15. (Previously presented) The computer readable medium of claim 13 wherein the user identity is associated with an identity type for permitting the invocation of operations; wherein the computer program product comprises code for receiving the user's request in association with plurality of sessions persisted for the user and retrieving the user identity for the determined security domain from the plurality of sessions; and wherein the code for reusing is adapted to be performed in response to the identity type of the retrieved user identity.

16. (Previously presented) The computer readable medium of claim 10 wherein the code for reusing comprises code for providing one or more cookies defining the selected session to the user for associating with a subsequent request.

17. (Previously presented) The computer readable medium of claim 16 wherein the cookies comprise an authentication cookie and a session cookie; and wherein the computer program product comprises code for authenticating the user's request.

18. (Previously presented) The computer readable medium of claim 10 comprising code for:

defining each of the plurality of security domains as a hierarchy of organizations and assets owned by the organizations; and

wherein the code for determining the security domain of the plurality of security domains to which the operation relates is adapted to evaluate the user's request in accordance with the hierarchy.

19. (Previously presented) A system for managing multiple user identities for a user of an electronic commerce (e-commerce) site defined using a plurality of security domains, the system comprising:

an identity manager component configured to, in response to a user's request to invoke an operation of the e-commerce site:

determine a security domain of the plurality of security domains to which the operation relates;

select a session from a plurality of sessions persisted for the user based on the determined security domain; and

reuse the selected session for the user automatically in accordance with the determined security domain, the selected session being associated with a user identity and a role, the user identity and the role together indicating privileges for invoking operations of the e-commerce site in the determined security domain.

20. (Previously presented) The system of claim 19 wherein the identity manager component is adapted to invoke the requested operation with the user identity and the role of the selected session.
21. (Previously presented) The system of claim 20 wherein the selected session comprises information indicating at least one of: the user preference's for invoking operations at the e-commerce site; the user's preferences for invoking operations at least for the determined security domain; and a security signature for authenticating the selected session information.
22. (Previously presented) The system of claim 19 wherein the identity manager component is configured to evaluate the requested operation to determine an operation type and adapted to reuse the selected session in accordance with the operation type.
23. (Canceled)
24. (Previously presented) The system of claim 22 wherein the user identity is associated with an identity type for permitting the invocation of operations; wherein the identity manager component is adapted to receive the user's request in association with the plurality of sessions persisted for the user and retrieve the user identity for the determined security domain from the plurality of sessions; and wherein the identity manager component is adapted to reuse the selected session in response to the identity type of the retrieved user identity.
25. (Previously presented) The system of claim 19 wherein to select the selected session the identity manager component provides one or more cookies defining the selected session to the user for associating with a subsequent request.
26. (Previously presented) The system of claim 25 wherein the cookies comprise an authentication cookie and a session cookie; and wherein the identity manager component authenticates the user's request.

27. (Previously presented) The system of claim 19 wherein the e-commerce site defines each of the plurality of security domains as a hierarchy of organizations and assets owned by the organizations; and wherein the identity manager component is adapted to determine the security domain of the plurality of security domains to which the operation relates by evaluating the user's request in accordance with the hierarchy.